BRITISH COLUMBIA
The Best Place on Earth

Stats

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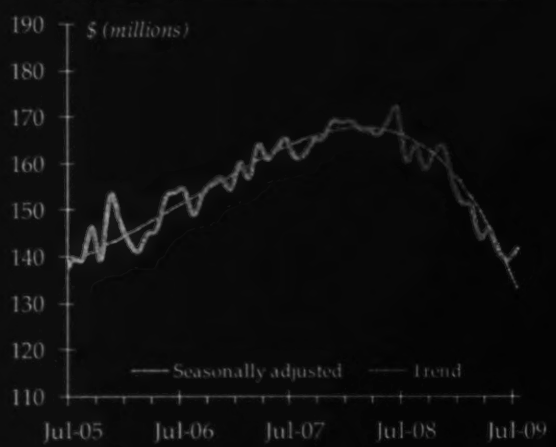
Issue: 09-10

Tourism Sector Monitor ◆ October 2009

Room revenue

Accommodations in BC saw a slight reprieve from the poor performance of recent months, with room revenues rising (+1.6%, *seasonally adjusted*) in July. This boost was fuelled by growth in Vancouver Island/Coast (+2.3%), Mainland/Southwest (+1.6%) and Thompson/Okanagan (+2.6%). Additionally, Kootenay (+3.8%) and North Coast (+7.6%) bounced back from the previous month's declines, while Cariboo (+0.1%) and Nechako (+0.4%) also showed improvement. Total room revenue was slightly offset by a drop (–7.1%) in room receipts in Northeast.

Room revenue in BC bounced back in July



Data Source: BC Stats

All accommodation types had a better month in July, except for vacation rentals (–1.7%) – dropping for eight months in the last year. Hotel revenues rose 1.6% in July. In particular, small (1-75 rooms; +1.3%), mid-sized (76-150 rooms; +0.4%), large (151-250 rooms; +3.3%) and very large (251+ rooms; +2.1%) hotels saw higher revenues compared to the previous month. Motels (+0.9%) also had a minor increase in room receipts, and miscellaneous accommodations (*e.g.*, fishing lodges) had a particularly good month (+7.0%).

Table 1: Room revenue
(seasonally adjusted)

	Jul-09 ($000)	Jun-09 ($000)	change %
Accommodation Type			
Total	141,790	139,501	+ 1.6
Hotels	103,325	101,684	+ 1.6
Motels	16,975	16,827	+ 0.9
All other accommodations	21,567	21,045	+ 2.5
Regions (Top 3 performers)			
North Coast	1,957	1,819	+ 7.6
Kooteney	7,785	7,501	+ 3.8
Thompson/Okanagan	22,479	21,900	+ 2.6

Data Source: BC Stats

Visitor entries

The number of travellers entering Canada via British Columbia dropped 2.6% (*seasonally adjusted*) in July. This drop came after a 5.6% decline in the previous month with the downward trend in the number of American (–4.7%) visitors continuing to drive total entries lower. On the other hand, overseas entries were 4.4% higher in July with more visitors coming from nearly every continent except North America. The number of travellers from Asia (+4.4%), Europe (+1.5%), and Australia (+14.7%) all increased.

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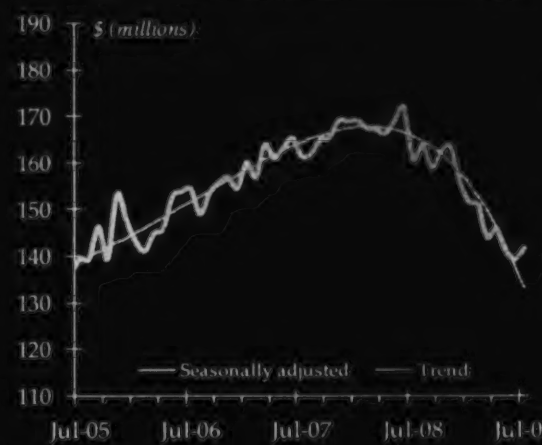
Room revenue in BC bounced back in July



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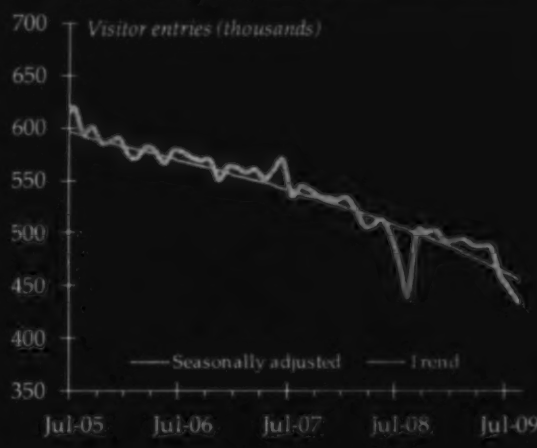
Visitor entries from the US are still lower



Data Source: Statistics Canada

Table 2: Visitor entries
(seasonally adjusted)

	Jul-09 (000s)	Jun-09 (000s)	change %
American visitors			
Total	339	355	- 4.7
Same-day	106	113	- 6.8
Overnight	233	242	- 3.6
Overseas visitors			
Total	108	104	+ 4.4
Europe	38	38	+ 1.5
Germany	6	6	+ 1.1
UK	8	7	+16.8
Asia	46	44	+ 4.4
Hong Kong	6	6	- 9.0
Japan	13	11	+26.4
Taiwan	1	1	-13.1
Other	24	22	+ 9.3

Data Source: BC Stats & Statistics Canada

Other indicators

With increased room revenues came a higher occupancy rate in BC's accommodations (+1.5 percentage points to 58.6%). Average room rates slipped (–1.0%) to a 31-month low of $123.40.

July showed an increase (+1.7%) in passenger traffic at Vancouver International Airport as more domestic (+1.3%), trans-border (+0.9%) and international (+3.8%) passengers took flight. Also, passenger volumes at Victoria International Airport rose (+1.5%) in July.

Despite BC Ferries' mid-week *CoastSaver* special, July saw fewer passenger (–1.2%) and vehicle traffic (–1.0%) volumes.

Revenues at BC food services (+0.8%) and drinking places (+1.5%) rose in July.

Table 3: Other tourism indicators
(seasonally adjusted)

	Jul-09	change from Jun-09
Hotel Industry		
Occupancy Rate (%)	58.6	+1.5 pp
Average Room Charge ($)	123.40	- 1.0
Data Source: PKF		
Airport Passengers	(000s)	(%)
Vancouver International Airport		
Total Traffic	1,308	+ 1.7
US (trans-border)	308	+ 0.9
Other International	286	+ 3.8
Canada (domestic)	715	+ 1.3
Data Source: YVR		
Victoria International Airport		
Total Traffic	127	+ 1.5
Data Source: Victoria Airport Authority		
Food Services Receipts	($ millions)	(%)
All Establishments	655	+ 0.8
Food Service	598	+ 0.8
Drinking Places	59	+ 1.5
Data Source: Statistics Canada		
Transportation	(000s)	(%)
BC Ferries		
Vehicle Volume	696	- 1.0
Passenger Volume	1,741	- 1.2
Data Source: BC Ferries		
Exchange Rates	Cdn $1.00	
US Dollar ($)	0.891	0.00
UK Pound (£)	0.545	0.00
Japanese Yen (¥)	83.984	-1.77
Australian Dollar ($)	1.108	0.00

Data Source: Statistics Canada (pp = percentage points)

A look ahead—August 2009

Room receipts inched up (+0.4%) in August. Revenues in Mainland/Southwest (+2.2%), Cariboo (+0.3%), North Coast (+1.8%) and Nechako (+6.6%) were offset by declines in Vancouver Island/Coast (–0.6%), Thompson/Okanagan (–3.8%) and Northeast (–3.6%).

Accommodation sales at hotels were up (+0.5%) in August as a result of increased revenues at mid-sized (76-150 rooms; +1.1%) and large (151-250 rooms; +2.6%) hotels that were offset by a drop in receipts at small (1-75 rooms; –0.3%) and very large (251+ rooms; –0.8%) hotels. Room revenues at motels (0.0%) and all other accommodation types (0.0%) remained flat.

Occupancy rates at hotels showed another month of improvement (+2.1 percentage points) in August, rising to 60.7%. Average room rates also inched up to $124.30 (+0.7%).

Passenger traffic at Victoria International Airport slowed down (–0.3%) in August. However, Vancouver International Airport experienced another month of passenger volume increases (+1.4%) as domestic (+2.1%), trans-border (+0.6%) and other international traffic (+0.6%) were up.

The number of travellers using BC Ferries also bounced back, with more vehicles (+1.2%) and passengers (+0.3%) boarding in August.

Revenues at BC's food services and drinking places industry grew (+1.6%).

Note about preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also report "preliminary data" with a two-month lag.

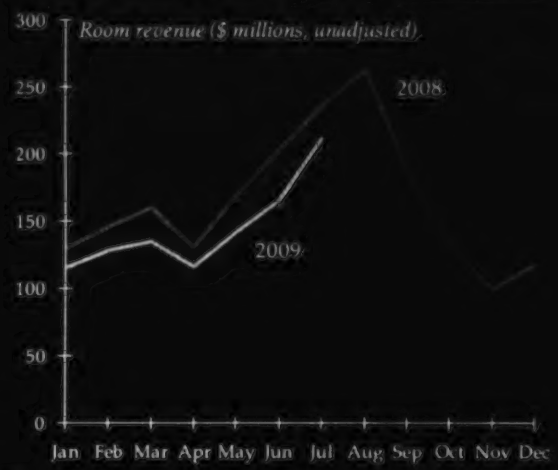
How accurate is the preliminary data? Over 24 reports in 2006–2008, seasonally adjusted preliminary numbers—reported in the "look ahead" section—were lower than subsequently reported estimates by an average of 0.2 percentage points, thereby either underestimating growths or overestimating declines. This is partly because the initial data retrieved at the time the estimates are calculated are not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is –0.5, the actual number is about –0.3.

Special Focus: 2009 year-to-date

Room revenues weak throughout first seven months of 2009

The Canadian economy entered into the current economic downturn in the fourth quarter of 2008. And even though news reports say that major global economies are on the road to recovery, activity in BC's accommodation industry is still below 2008 levels. The industry has faced challenges throughout the year, and year-to-date (January to July), room receipts are down 13.7% from 2008 levels.

Room revenues remain well below 2008 levels



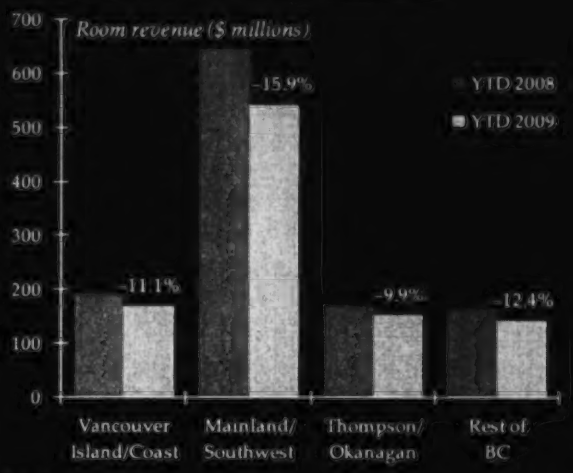
Data Source: BC Stats

Mainland/Southwest among the hardest hit regions

One of the regions hardest hit by the current downturn is Mainland/Southwest, which accounts for over half of all room revenues in the province. July year-to-date figures show the development region down 15.9% from the same period in 2008. Significant declines were registered in Vancouver Island/Coast (–11.1%) and Thompson/Okanagan (–9.9%) as well. Combined, the remaining five development regions saw a –12.4% slump in revenues compared to the first seven months of 2008.

There are a number of factors contributing to Mainland/Southwest's comparatively weak performance. The Vancouver area is a common destination for business travellers. With companies and other organizations cutting back on discretionary travel, some operators in the region are likely seeing revenues from business travellers drop off. At the same time, leisure travel may have been reduced as some consumers have been cutting back on non-essential expenditures such as get-aways to the city.

All development regions are experiencing a slowdown in room revenues

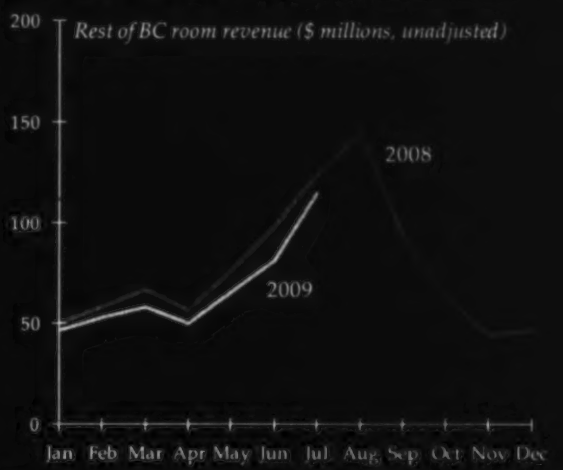


Data Source: BC Stats

Properties in Mainland/Southwest harder hit by the economic downturn...

Data Source: BC Stats

...than those in other parts of the province

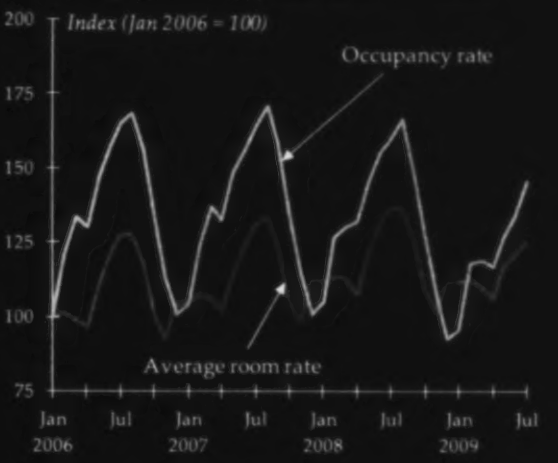


Data Source: BC Stats

Occupancy rates declining

Hotel occupancy rates reflect the downturn in the accommodation industry, remaining well below normal seasonal levels in recent months. The decline in occupancy rates has been much more marked than the downturn in room rates in the province. Occupancy rates began to slump (posting year-over-year declines) in March 2008, but average room rates fell for the first time in December 2008.

Occupancy rate buckled much more than average room rate during the recession



Data Source: Pannell Kerr Forster

Hotel revenues—contributing roughly three out of every four dollars in BC's accommodation revenues—fell 12.8% during the first seven months of 2008. However, other types of properties have also been affected. During the first seven months of 2009, motels (–15.6%) and other accommodation types (–16.5%) saw even bigger declines.

Looking ahead...

Room revenues in the province show clear seasonal patterns. They generally begin to rise in the spring, peaking in the summer months before slowing down in the fall. There is usually a slight upturn in December, when many families and individuals enjoy winter holidays during the period between Christmas and New Years.

While all regions of the province show seasonal variability in room revenues, Mainland/Southwest, which is home to many of the province's large hotels, generally does not experience as much revenue fluctuation throughout the year. It is almost as popular a travel destination during the winter months as it is in the summer.

Even if the recession begins to loosen its grip on the BC economy, it is unlikely that room reve-

nues will recover significantly throughout the latter half of the year. Preliminary data for August suggest that revenues increased only marginally in that month. With revenues remaining below 2009 levels throughout the peak travelling season, it would require a significant jump during the normally slow autumn months to push the industry into positive growth territory in 2009. This seems unlikely, given that many key economic indicators for the province are continuing to show considerable volatility.

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,829	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,441	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,449
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.5	- 1.1	- 3.2	12.5	0.7
Monthly data									
Jul-08	27,574	87,014	23,594	8,047	5,094	2,254	907	6,385	160,868
Aug-08	28,319	86,080	26,202	8,724	5,063	2,052	869	6,661	163,971
Sep-08	27,477	84,515	24,012	8,212	4,954	2,053	936	6,819	158,978
Oct-08	28,007	86,150	24,810	8,261	4,994	2,219	916	7,152	162,512
Nov-08	28,409	83,754	24,894	11,780	4,802	2,262	875	6,962	163,737
Dec-08	27,074	82,695	23,272	8,059	4,968	2,650	868	6,518	156,105
Jan-09	26,217	80,238	23,299	7,577	4,743	2,588	717	6,379	151,759
Feb-09	27,479	79,707	23,522	7,417	4,601	2,191	809	5,389	151,116
Mar-09	25,714	76,105	22,217	7,555	4,443	2,022	855	5,169	144,079
Apr-09	25,130	77,884	22,493	7,755	4,361	1,926	892	5,491	145,933
May-09	25,153	74,288	21,419	7,797	4,349	1,938	760	5,549	141,253
Jun-09	24,451	72,688	21,900	7,501	4,452	1,819	829	5,861	139,501
Jul-09	25,005	73,828	22,479	7,785	4,458	1,957	833	5,445	141,790
Month-over-month growth rates									
Jul-08	- 7.1	- 4.7	-10.2	-11.9	- 7.8	- 0.6	- 1.2	- 6.6	- 6.4
Aug-08	2.7	- 1.1	11.1	8.4	- 0.6	- 9.0	- 4.2	4.3	1.9
Sep-08	- 3.0	- 1.8	- 8.4	- 5.9	- 2.2	0.1	7.7	2.4	- 3.0
Oct-08	1.9	1.9	3.3	0.6	0.8	8.1	- 2.2	4.9	2.2
Nov-08	1.4	- 2.8	0.3	42.5	- 3.8	1.9	- 4.5	- 2.7	0.8
Dec-08	- 4.7	- 1.3	- 6.5	-31.6	3.5	17.2	- 0.7	- 6.4	- 4.7
Jan-09	- 3.2	- 3.0	0.1	- 6.0	- 4.5	- 2.3	-17.4	- 2.1	- 2.8
Feb-09	4.8	- 0.7	1.0	- 2.1	- 3.0	-15.4	12.8	-15.5	- 0.4
Mar-09	- 6.4	- 4.5	- 5.5	1.9	- 3.4	- 7.7	5.6	- 4.1	- 4.7
Apr-09	- 2.3	2.3	1.2	2.6	- 1.8	- 4.7	4.4	6.2	1.3
May-09	0.1	- 4.6	- 4.8	0.5	- 0.3	0.6	-14.7	1.1	- 3.2
Jun-09	- 2.8	- 2.2	2.2	- 3.8	2.4	- 6.1	9.0	5.6	- 1.2
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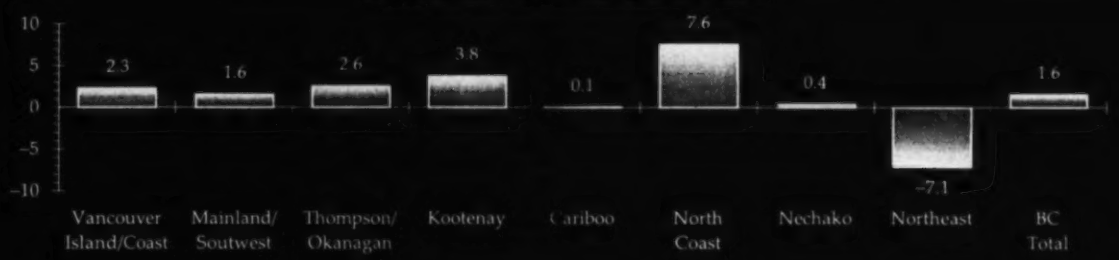
July month-over-month growth rates



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Month-over-month growth rates									
Jul-08	- 7.1	- 4.7	10.2	11.9	7.8	- 0.6	- 1.2	6.6	- 6.4
Aug-08	2.7	- 1.1	11.1	8.4	- 0.6	- 9.0	- 4.2	4.3	1.9
Sep-08	- 3.0	- 1.8	- 8.4	- 5.9	- 2.2	0.1	7.7	2.4	- 3.0
Oct-08	1.9	1.9	3.3	0.6	0.8	8.1	- 2.2	4.9	2.2
Nov-08	1.4	- 2.8	0.3	42.5	- 3.8	1.9	- 4.5	- 2.7	0.8
Dec-08	- 4.7	- 1.3	- 6.5	- 31.6	3.5	17.2	- 0.7	- 6.4	- 4.7
Jan-09	- 3.2	- 3.0	0.1	- 6.0	- 4.5	- 2.3	- 17.4	- 2.1	- 2.8
Feb-09	4.8	- 0.7	1.0	- 2.1	- 3.0	- 15.4	12.8	- 15.5	- 0.4
Mar-09	- 6.4	- 4.5	- 5.5	1.9	- 3.4	- 7.7	5.6	- 4.1	- 4.7
Apr-09	- 2.3	2.3	1.2	2.6	- 1.8	- 4.7	4.4	6.2	1.3
May-09	0.1	- 4.6	- 4.8	0.5	- 0.3	0.6	- 14.7	1.1	- 3.2
Jun-09	- 2.8	- 2.2	2.2	- 3.8	2.4	- 6.1	9.0	5.6	- 1.2
Jul-09	2.3	1.6	2.6	3.8	0.1	7.6	0.4	- 7.1	1.6

July month-over-month growth rates

Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2004	450,729	206,157	327,095	155,194	199,464	140,485	108,062
2005	464,550	220,831	353,450	170,111	214,522	145,630	112,469
2006	489,210	244,627	387,134	186,946	235,740	143,330	120,622
2007	517,695	261,655	435,917	200,035	247,119	161,591	139,947
2008	516,021	260,092	455,340	199,635	240,966	159,445	145,950
Annual growth rates							
2004	8.6	6.1	9.3	6.1	6.5	3.4	5.3
2005	3.1	7.1	8.1	9.6	7.5	3.7	4.1
2006	5.3	10.8	9.5	9.9	9.9	- 1.6	7.2
2007	5.8	7.0	12.6	7.0	4.8	12.7	16.0
2008	- 0.3	- 0.6	4.5	- 0.2	- 2.5	- 1.3	4.3
Monthly data							
Jul-08	41,589	21,673	37,135	16,255	19,513	12,910	11,795
Aug-08	42,117	21,554	37,734	17,150	19,896	13,261	12,256
Sep-08	41,131	20,840	37,049	16,042	19,413	12,305	12,195
Oct-08	42,221	21,086	37,920	16,722	19,646	12,796	12,149
Nov-08	41,018	20,752	37,695	16,556	19,304	15,878	12,567
Dec-08	40,035	20,197	36,729	16,304	19,323	11,410	12,134
Jan-09	38,819	19,533	36,496	15,541	18,492	11,207	11,272
Feb-09	40,001	19,609	36,104	15,773	18,151	10,583	10,872
Mar-09	36,775	18,999	34,951	14,974	17,116	10,472	10,802
Apr-09	38,335	18,392	34,948	15,143	16,895	11,231	10,932
May-09	35,414	18,120	34,608	14,622	16,750	11,134	10,657
Jun-09	35,069	17,647	34,647	14,321	16,827	10,878	10,167
Jul-09	35,815	18,226	34,775	14,509	16,975	10,689	10,878
Month-over-month growth rates							
Jul-08	- 6.4	- 6.9	- 7.4	5.1	- 6.8	- 2.9	- 7.7
Aug-08	1.3	- 0.5	1.6	5.5	2.0	2.7	3.9
Sep-08	- 2.3	- 3.3	- 1.8	6.5	- 2.4	- 7.2	- 0.5
Oct-08	2.6	1.2	2.3	4.2	1.2	4.0	- 0.4
Nov-08	- 2.8	- 1.6	- 0.6	1.0	- 1.7	24.1	3.4
Dec-08	- 2.4	- 2.7	- 2.6	1.5	0.1	-28.1	- 3.4
Jan-09	- 3.0	- 3.3	- 0.6	4.7	- 4.3	- 1.8	- 7.1
Feb-09	3.0	0.4	- 1.1	1.5	- 1.8	- 5.6	- 3.6
Mar-09	- 8.1	- 3.1	- 3.2	5.1	- 5.7	- 1.0	- 0.6
Apr-09	4.2	- 3.2	0.0	1.1	- 1.3	7.2	1.2
May-09	- 7.6	- 1.5	- 1.0	3.4	- 0.9	- 0.9	- 2.5
Jun-09	- 1.0	- 2.6	0.1	2.1	0.5	- 2.3	- 4.6
Jul-09	2.1	3.3	0.4	1.3	0.9	- 1.7	7.0

July month-over-month growth rates

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Jul-09	Revenue ($000) YTD 09	Revenue % change from Jul-08	Revenue % change from YTD 08	Properties (#) Jul-09	Properties # chg from Jul-08	Rooms (#) Jul-09	Rooms # chg from Jul-08
Vancouver Island/Coast								
17 Capital								
All accommodation types	**22,327**	**94,469**	**- 8.6**	**- 11.1**	**161**	**-17**	**7,952**	**-551**
Hotels	18,792	81,226	6.2	- 10.1	65	- 5	5,790	-219
76-150 Rooms	5,308	20,553	1.9	- 5.4	20	0	1,984	33
1-75 Rooms	3,736	16,023	15.6	- 15.2	34	- 5	1,319	-252
Motels	1,018	4,684	30.4	- 24.5	17	- 3	653	-188
Miscellaneous	1,579	5,826	11.7	- 9.1	41	- 4	1,161	- 65
19 Cowichan Valley								
All accommodation types	**1,159**	**5,318**	**- 18.6**	**- 19.2**	**34**	**- 4**	**635**	**- 84**
Motels	172	886	30.7	- 25.9	12	- 1	237	- 12
21 Nanaimo								
All accommodation types	**5,787**	**22,031**	**- 5.9**	**- 4.3**	**68**	**- 3**	**2,312**	**-166**
Hotels	2,207	10,046	2.2	4.9	14	0	962	0
Motels	1,155	4,712	17.6	- 18.5	22	- 3	636	- 89
23 Alberni-Clayoquot								
All accommodation types	**7,938**	**24,697**	**- 5.8**	**- 6.8**	**73**	**- 1**	**1,776**	**63**
Hotels	2,206	6,993	21.7	6.9	13	3	603	177
Motels	738	2,120	6.2	- 13.2	21	- 1	395	- 34
Vacation Rentals	2,863	9,081	5.6	- 4.0	18	- 1	327	- 4
25 Comox Valley +								
26 Strathcona								
All accommodation types	**4,966**	**18,044**	**- 10.6**	**- 17.4**	**91**	**- 5**	**2,431**	**37**
Fishing lodges	1,093	2,157	28.3	- 31.9	24	0	522	- 4
Hotels	1,364	6,548	12.2	- 3.8	10	0	638	82
Motels	871	3,587	11.8	- 28.7	24	- 1	696	- 5
27 Powell River								
All accommodation types	**514**	**2,532**	**33.4**	**- 18.4**	**20**	**- 2**	**394**	**- 12**
43 Mount Waddington								
All accommodation types	**1,140**	**3,362**	**16.6**	**- 20.2**	**26**	**- 3**	**653**	**-143**
45 Central Coast								
All accommodation types	**196**	**667**	**3.4**	**- 30.2**	**10**	**- 2**	**140**	**- 44**

Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2004	450,729	206,157	327,095	155,194	199,464	140,485	108,062
2005	464,550	220,831	353,450	170,111	214,522	145,630	112,469
2006	489,210	244,627	387,134	186,946	235,740	143,330	120,622
2007	517,695	261,655	435,917	200,035	247,119	161,591	139,947
2008	516,021	260,092	455,340	199,635	240,966	159,445	145,950
Annual growth rates							
2004	8.6	6.1	9.3	6.1	6.5	3.4	5.3
2005	3.1	7.1	8.1	9.6	7.5	3.7	4.1
2006	5.3	10.8	9.5	9.9	9.9	- 1.6	7.2
2007	5.8	7.0	12.6	7.0	4.8	12.7	16.0
2008	- 0.3	- 0.6	4.5	0.2	- 2.5	- 1.3	4.3
Monthly data							
Jul-08	41,589	21,673	37,135	16,255	19,513	12,910	11,795
Aug-08	42,117	21,554	37,734	17,150	19,896	13,261	12,256
Sep-08	41,131	20,840	37,049	16,042	19,413	12,305	12,195
Oct-08	42,221	21,086	37,920	16,722	19,646	12,796	12,149
Nov-08	41,018	20,752	37,695	16,556	19,304	15,878	12,567
Dec-08	40,035	20,197	36,729	16,304	19,323	11,410	12,134
Jan-09	38,819	19,533	36,496	15,541	18,492	11,207	11,272
Feb-09	40,001	19,609	36,104	15,773	18,151	10,583	10,872
Mar-09	36,775	18,999	34,951	14,974	17,116	10,472	10,802
Apr-09	38,335	18,392	34,948	15,143	16,895	11,231	10,932
May-09	35,414	18,120	34,608	14,622	16,750	11,134	10,657
Jun-09	35,069	17,647	34,647	14,321	16,827	10,878	10,167
Jul-09	35,815	18,226	34,775	14,509	16,975	10,689	10,878
Month-over-month growth rates							
Jul-08	- 6.4	- 6.9	- 7.4	5.1	- 6.8	- 2.9	- 7.7
Aug-08	1.3	- 0.5	1.6	5.5	2.0	2.7	3.9
Sep-08	- 2.3	- 3.3	- 1.8	6.5	- 2.4	- 7.2	- 0.5
Oct-08	2.6	1.2	2.3	4.2	1.2	4.0	- 0.4
Nov-08	- 2.8	- 1.6	- 0.6	1.0	- 1.7	24.1	3.4
Dec-08	- 2.4	- 2.7	- 2.6	1.5	0.1	-28.1	- 3.4
Jan-09	- 3.0	- 3.3	- 0.6	4.7	- 4.3	- 1.8	- 7.1
Feb-09	3.0	0.4	- 1.1	1.5	- 1.8	- 5.6	- 3.6
Mar-09	- 8.1	- 3.1	- 3.2	5.1	- 5.7	- 1.0	- 0.6
Apr-09	4.2	- 3.2	0.0	1.1	- 1.3	7.2	1.2
May-09	- 7.6	- 1.5	- 1.0	3.4	- 0.9	- 0.9	- 2.5
Jun-09	- 1.0	- 2.6	0.1	2.1	0.5	- 2.3	- 4.6
Jul-09	2.1	3.3	0.4	1.3	0.9	- 1.7	7.0

July month-over-month growth rates

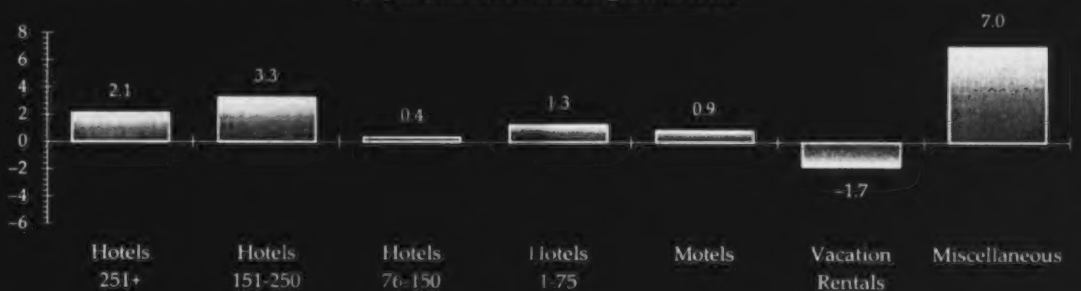

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Jul-09	Revenue ($000) YTD 09	Revenue % change from Jul-08	Revenue % change from YTD 08	Properties (#) Jul-09	Properties # chg from Jul-08	Rooms (#) Jul-09	Rooms # chg from Jul-08
Vancouver Island/Coast								
17 Capital								
All accommodation types	22,327	94,469	- 8.6	- 11.1	161	-17	7,952	-551
Hotels	18,792	81,226	6.2	- 10.1	65	- 5	5,790	-219
76-150 Rooms	5,308	20,553	1.9	- 5.4	20	0	1,984	33
1-75 Rooms	3,736	16,023	15.6	- 15.2	34	- 5	1,319	-252
Motels	1,018	4,684	30.4	- 24.5	17	- 3	653	-188
Miscellaneous	1,579	5,826	11.7	- 9.1	41	- 4	1,161	- 65
19 Cowichan Valley								
All accommodation types	1,159	5,318	- 18.6	- 19.2	34	- 4	635	- 84
Motels	172	886	30.7	- 25.9	12	- 1	237	- 12
21 Nanaimo								
All accommodation types	5,787	22,031	- 5.9	- 4.3	68	- 3	2,312	-166
Hotels	2,207	10,046	2.2	4.9	14	0	962	0
Motels	1,155	4,712	17.6	- 18.5	22	- 3	636	- 89
23 Alberni-Clayoquot								
All accommodation types	7,938	24,697	- 5.8	- 6.8	73	- 1	1,776	63
Hotels	2,206	6,993	21.7	6.9	13	3	603	177
Motels	738	2,120	6.2	- 13.2	21	- 1	395	- 34
Vacation Rentals	2,863	9,081	5.6	- 4.0	18	- 1	327	- 4
25 Comox Valley +								
26 Strathcona								
All accommodation types	4,966	18,044	- 10.6	- 17.4	91	- 5	2,431	37
Fishing lodges	1,093	2,157	28.3	- 31.9	24	0	522	- 4
Hotels	1,364	6,548	12.2	- 3.8	10	0	638	82
Motels	871	3,587	11.8	- 28.7	24	- 1	696	- 5
27 Powell River								
All accommodation types	514	2,532	- 33.4	- 18.4	20	- 2	394	- 12
43 Mount Waddington								
All accommodation types	1,140	3,362	- 16.6	- 20.2	26	- 3	653	-143
45 Central Coast								
All accommodation types	196	667	3.4	- 30.2	10	- 2	140	- 44

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Jul-09	Revenue ($000) YTD 09	Revenue % change from Jul-08	Revenue % change from YTD 08	Properties (#) Jul-09	Properties # chg from Jul-08	Rooms (#) Jul-09	Rooms # chg from Jul-08
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	4,488	23,440	- 7.9	- 9.5	67	- 5	2,348	-138
Hotels	2,994	17,304	- 7.1	- 8.1	16	- 1	1,243	-110
Motels	1,132	4,672	- 10.7	- 16.0	35	0	928	0
15 Greater Vancouver								
All accommodation types	78,724	401,277	- 14.3	- 15.3	235	2	28,574	412
Hotels	71,802	373,808	- 13.7	- 15.1	159	5	23,257	479
251+ Rooms	34,916	186,501	- 13.6	- 15.7	22	0	8,953	0
151-250 Rooms	13,977	73,418	- 17.7	- 18.8	27	0	5,285	0
76-150 Rooms	18,367	92,691	- 10.5	- 12.0	64	4	6,810	408
1-75 Rooms	4,543	21,198	- 13.7	- 9.1	46	1	2,209	71
Motels	3,223	15,039	- 17.4	- 18.9	37	- 1	1,889	- 56
Miscellaneous	2,933	6,905	- 23.3	- 19.1	24	2	2,939	29
29 Sunshine Coast								
All accommodation types	1,190	3,983	- 12.8	- 10.5	27	3	443	31
31 Squamish-Lillooet								
All accommodation types	11,589	115,023	- 19.8	- 19.7	87	- 1	5,532	241
Hotels	9,425	87,586	- 19.7	- 16.6	35	2	3,774	132
76-150 Rooms	3,015	26,427	- 8.3	- 5.5	14	1	1,316	111
Vacation Rentals	1,305	20,810	- 26.7	- 29.1	26	- 2	1,072	- 9
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	11,223	28,452	- 1.7	- 4.0	119	0	3,514	7
Hotels	3,410	10,802	- 1.1	- 6.5	11	0	986	0
Motels	4,783	10,169	- 1.1	- 7.6	76	0	1,826	- 16
Vacation Rentals	585	2,328	- 15.2	- 12.8	11	- 2	199	- 29
Miscellaneous	2,445	5,144	- 7.1	- 16.8	21	2	503	52
33 Thompson-Nicola								
All accommodation types	8,617	38,618	- 9.7	- 13.6	147	- 9	5,344	-219
Fishing lodges	309	853	- 6.2	- 2.9	13	- 1	154	- 5
Hotels	3,723	17,910	- 11.6	- 15.7	29	- 2	1,951	- 82
1-75 Rooms	805	3,101	- 1.6	- 13.4	18	- 2	633	- 82
Motels	3,247	12,147	- 8.9	- 10.7	65	- 4	2,049	- 95
Vacation Rentals	268	1,078	- 17.7	- 28.4	16	- 5	358	-192
Miscellaneous	1,071	3,631	- 7.0	- 11.6	24	3	832	155
35 Central Okanagan								
All accommodation types	11,567	41,271	- 5.3	- 12.1	65	3	3,720	199
Hotels	6,398	26,495	- 2.7	- 9.1	16	3	1,813	186
Motels	2,460	8,437	- 12.6	- 12.4	22	0	1,087	0
37 North Okanagan								
All accommodation types	3,086	14,712	- 11.7	- 8.4	42	1	1,622	66
Hotels	1,860	8,202	- 15.0	- 11.2	13	0	918	0
Motels	728	2,583	- 3.6	- 6.5	14	- 1	463	- 43
39 Columbia-Shuswap								
All accommodation types	8,086	30,852	- 5.9	- 7.7	108	- 5	3,794	- 72
Hotels	3,861	14,664	- 1.0	- 0.9	24	0	1,622	36
Motels	2,434	8,226	- 2.2	- 14.5	37	- 1	1,322	- 12
Miscellaneous	888	6,210	- 9.2	- 13.1	29	- 1	549	- 58

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Jul-09	YTD 09	Jul-08	YTD 08	Jul-09	Jul-08	Jul-09	Jul-08
Kootenay								
01 East Kootenay								
All accommodation types	**6,492**	**32,819**	**- 6.2**	**- 13.4**	**126**	**0**	**4,577**	**50**
Hotels	2,480	11,490	- 8.2	- 13.6	28	0	1,689	0
76-150 Rooms	1,495	7,154	- 6.3	- 13.6	11	0	1,028	0
1-75 Rooms	985	4,337	- 10.9	- 13.7	17	0	661	0
Motels	1,161	4,203	- 11.8	- 19.8	41	1	931	38
Vacation Rentals	1,238	9,778	- 11.4	- 12.0	34	- 1	1,028	-100
Miscellaneous	1,613	7,347	- 7.3	- 10.8	23	0	879	112
03 Central Kootenay								
All accommodation types	**3,291**	**12,268**	**- 1.8**	**- 7.3**	**78**	**- 1**	**1,611**	**- 25**
Hotels	1,247	4,939	- 5.2	- 11.0	13	- 2	592	- 59
Motels	1,054	3,481	- 12.3	- 0.7	30	0	629	40
Vacation Rentals	246	524	- 0.6	- 12.0	15	0	115	- 11
Miscellaneous	744	3,324	- 1.9	- 7.2	20	1	275	5
05 Kootenay Boundary								
All accommodation types	**1,061**	**10,952**	**- 11.1**	**- 17.1**	**32**	**- 2**	**707**	**- 20**
Motels	497	1,846	- 7.5	- 16.5	19	- 1	395	- 8
Cariboo								
41 Cariboo								
All accommodation types	**2,591**	**10,527**	**- 11.0**	**- 12.8**	**99**	**- 5**	**2,031**	**- 59**
Fishing lodges	167	434	- 1.0	- 2.8	17	- 2	160	- 19
Hotels	980	4,534	- 8.1	- 7.5	11	0	670	0
Motels	932	4,080	- 14.7	- 17.3	30	- 3	867	- 38
Vacation Rentals	255	510	- 8.5	- 25.5	24	- 1	182	- 5
Miscellaneous	258	970	- 15.8	- 12.4	17	1	152	3
53 Fraser-Fort George								
All accommodation types	**3,761**	**19,719**	**- 13.6**	**- 17.5**	**56**	**- 3**	**2,631**	**-276**
Hotels	2,253	12,228	- 8.1	- 16.5	16	0	1,349	0
Motels	1,384	6,746	- 20.0	- 20.3	29	- 2	1,168	- 56
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	**2,892**	**8,252**	**- 17.1**	**- 16.7**	**40**	**- 4**	**1,267**	**- 48**
Fishing lodges	1,488	2,537	- 15.9	- 26.7	13	0	332	0
Hotels	891	3,730	- 15.1	- 6.3	11	1	558	14
49 Kitimat-Stikine								
All accommodation types	**1,256**	**5,719**	**- 0.4**	**- 8.3**	**41**	**0**	**968**	**55**
Motels	596	2,571	- 0.4	- 10.7	22	2	508	26

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Jul-09	Revenue ($000) YTD 09	Revenue % change from Jul-08	Revenue % change from YTD 08	Properties (#) Jul-09	Properties # chg from Jul-08	Rooms (#) Jul-09	Rooms # chg from Jul-08
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	**4,488**	**23,440**	**- 7.9**	**- 9.5**	**67**	**- 5**	**2,348**	**-138**
Hotels	2,994	17,304	- 7.1	- 8.1	16	- 1	1,243	-110
Motels	1,132	4,672	- 10.7	- 16.0	35	0	928	0
15 Greater Vancouver								
All accommodation types	**78,724**	**401,277**	**- 14.3**	**- 15.3**	**235**	**2**	**28,574**	**412**
Hotels	71,802	373,808	- 13.7	- 15.1	159	5	23,257	479
251+ Rooms	34,916	186,501	- 13.6	- 15.7	22	0	8,953	0
151-250 Rooms	13,977	73,418	- 17.7	- 18.8	27	0	5,285	0
76-150 Rooms	18,367	92,691	- 10.5	- 12.0	64	4	6,810	408
1-75 Rooms	4,543	21,198	- 13.7	- 9.1	46	1	2,209	71
Motels	3,223	15,039	- 17.4	- 18.9	37	- 1	1,889	- 56
Miscellaneous	2,933	6,905	- 23.3	- 19.1	24	2	2,939	29
29 Sunshine Coast								
All accommodation types	**1,190**	**3,983**	**- 12.8**	**- 10.5**	**27**	**3**	**443**	**31**
31 Squamish-Lillooet								
All accommodation types	**11,589**	**115,023**	**- 19.8**	**- 19.7**	**87**	**- 1**	**5,532**	**241**
Hotels	9,425	87,586	- 19.7	- 16.6	35	2	3,774	132
76-150 Rooms	3,015	26,427	- 8.3	- 5.5	14	1	1,316	111
Vacation Rentals	1,305	20,810	- 26.7	- 29.1	26	- 2	1,072	- 9
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	**11,223**	**28,452**	**- 1.7**	**- 4.0**	**119**	**0**	**3,514**	**7**
Hotels	3,410	10,802	- 4.1	- 6.5	11	0	986	0
Motels	4,783	10,169	- 4.4	- 7.6	76	0	1,826	- 16
Vacation Rentals	585	2,328	- 15.2	- 12.8	11	- 2	199	- 29
Miscellaneous	2,445	5,144	- 37.1	- 16.8	21	2	503	52
33 Thompson-Nicola								
All accommodation types	**8,617**	**38,618**	**- 9.7**	**- 13.6**	**147**	**- 9**	**5,344**	**-219**
Fishing lodges	309	853	- 6.2	- 2.9	13	- 1	154	- 5
Hotels	3,723	17,910	- 11.6	- 15.7	29	- 2	1,951	- 82
1-75 Rooms	805	3,101	- 1.6	- 13.4	18	- 2	633	- 82
Motels	3,247	12,147	- 8.9	- 10.7	65	- 4	2,049	- 95
Vacation Rentals	268	4,078	- 17.7	- 28.4	16	- 5	358	-192
Miscellaneous	1,071	3,631	- 7.0	- 11.6	24	3	832	155
35 Central Okanagan								
All accommodation types	**11,567**	**41,271**	**- 5.3**	**- 12.1**	**65**	**3**	**3,720**	**199**
Hotels	6,398	26,495	- 2.7	- 9.1	16	3	1,813	186
Motels	2,460	8,437	- 12.6	- 12.4	22	0	1,087	0
37 North Okanagan								
All accommodation types	**3,086**	**14,712**	**- 11.7**	**- 8.4**	**42**	**1**	**1,622**	**66**
Hotels	1,860	8,202	- 15.0	- 11.2	13	0	948	0
Motels	728	2,583	- 3.6	- 6.5	14	- 1	463	- 43
39 Columbia-Shuswap								
All accommodation types	**8,086**	**30,852**	**- 5.9**	**- 7.7**	**108**	**- 5**	**3,794**	**- 72**
Hotels	3,861	14,664	- 1.0	- 0.9	24	0	1,622	36
Motels	2,434	8,226	- 12.2	- 14.5	37	- 1	1,322	- 12
Miscellaneous	888	6,210	- 9.2	- 13.1	29	- 1	549	- 58

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Jul-09	Revenue ($000) YTD 09	Revenue % change from Jul-08	Revenue % change from YTD 08	Properties (#) Jul-09	Properties # chg from Jul-08	Rooms (#) Jul-09	Rooms # chg from Jul-08
Kootenay								
01 East Kootenay								
All accommodation types	**6,492**	**32,819**	**- 6.2**	**- 13.4**	**126**	**0**	**4,577**	**50**
Hotels	2,480	11,490	- 8.2	- 13.6	28	0	1,689	0
76-150 Rooms	1,495	7,154	- 6.3	- 13.6	11	0	1,028	0
1-75 Rooms	985	4,337	- 10.9	- 13.7	17	0	661	0
Motels	1,161	4,203	- 11.8	- 19.8	41	1	931	38
Vacation Rentals	1,238	9,778	- 11.4	- 12.0	34	- 1	1,078	-100
Miscellaneous	1,613	7,347	- 7.3	- 10.8	23	0	879	112
03 Central Kootenay								
All accommodation types	**3,291**	**12,268**	**- 1.8**	**- 7.3**	**78**	**- 1**	**1,611**	**- 25**
Hotels	1,247	4,939	- 5.2	- 11.0	13	- 2	592	- 59
Motels	1,054	3,481	- 12.3	- 0.7	30	0	629	40
Vacation Rentals	246	524	- 0.6	- 12.0	15	0	115	- 11
Miscellaneous	744	3,324	- 1.9	- 7.2	20	1	275	5
05 Kootenay Boundary								
All accommodation types	**1,064**	**10,952**	**- 11.1**	**- 17.1**	**32**	**- 2**	**707**	**- 20**
Motels	497	1,846	- 7.5	- 16.5	19	- 1	395	- 8
Cariboo								
41 Cariboo								
All accommodation types	**2,591**	**10,527**	**- 11.0**	**- 12.8**	**99**	**- 5**	**2,031**	**- 59**
Fishing lodges	167	434	- 1.0	- 2.8	17	- 2	160	- 19
Hotels	980	4,534	- 8.1	- 7.5	11	0	670	0
Motels	932	4,080	- 14.7	- 17.3	30	- 3	867	- 38
Vacation Rentals	255	510	- 8.5	- 25.5	24	- 1	182	- 5
Miscellaneous	258	970	- 15.8	- 12.4	17	1	152	3
53 Fraser-Fort George								
All accommodation types	**3,761**	**19,719**	**- 13.6**	**- 17.5**	**56**	**- 3**	**2,631**	**-276**
Hotels	2,253	12,228	- 8.1	- 16.5	16	0	1,349	0
Motels	1,384	6,746	- 20.0	- 20.3	29	- 2	1,168	- 56
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	**2,897**	**8,252**	**- 17.1**	**- 16.7**	**40**	**- 4**	**1,267**	**- 48**
Fishing lodges	1,488	2,537	- 15.9	- 26.7	13	0	332	0
Hotels	891	3,730	- 15.1	- 6.3	11	1	558	14
49 Kitimat-Stikine								
All accommodation types	**1,256**	**5,719**	**- 0.4**	**- 8.3**	**41**	**0**	**968**	**55**
Motels	596	2,571	- 0.4	- 10.7	22	2	508	26

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Jul-09	Revenue ($000) YTD 09	Revenue % change from Jul-08	Revenue % change from YTD 08	Properties (#) Jul-09	Properties # chg from Jul-08	Rooms (#) Jul-09	Rooms # chg from Jul-08
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	1,153	5,101	7.7	- 11.8	58	2	1,204	57
Fishing lodges	93	228	16.1	- 35.9	15	1	117	4
Motels	466	2,247	12.7	- 12.9	18	- 1	523	- 22
Northeast								
55 Peace River +								
59 Northern Rockies†								
All accommodation types	5,712	39,119	14.9	- 8.6	80	0	4,752	248
Hotels	4,147	29,020	7.9	0.7	35	3	2,598	222
76-150 Rooms	3,243	23,390	0.8	10.1	18	2	1,901	212
1-75 Rooms	904	5,630	29.6	- 25.6	17	1	697	10
Motels	1,037	6,635	26.2	- 16.3	27	- 3	889	- 62

Note: †Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.
Data for regions with fewer than 10 properties reporting cannot be released.
Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Jul-09	YTD 09	Jul-08	YTD 08	Jul-09	Jul-08	Jul-09	Jul-08
Vancouver Island/Coast	**44,028**	**171,121**	**- 8.9**	**-11.1**	**483**	**-37**	**16,293**	**-900**
Victoria (C)	16,547	72,740	9.2	-11.6	72	- 6	5,258	-400
Saanich Peninsula	1,422	6,153	6.7	-11.1	12	- 3	516	- 59
Other CRD	4,359	15,577	6.7	- 8.7	77	- 8	2,178	- 92
Nanaimo (C)	1,909	10,650	16.3	- 9.5	22	0	1,071	-
Port Alberni (C)	575	2,398	8.3	- 6.3	12	0	364	-
Comox Valley	1,864	8,196	2.6	-10.9	21	1	802	91
Campbell River	1,685	5,818	20.1	-23.2	28	0	942	-
Tofino (DM)	6,062	18,678	5.5	- 7.4	31	1	834	38
Ucluelet (DM)	1,131	3,095	1.0	- 1.0	19	0	458	61
Rest of Development Region	8,473	27,816	55.8	-55.6	189	-22	3,870	-539
Mainland/Southwest	**95,991**	**543,723**	**-14.5**	**-15.9**	**416**	**- 1**	**36,897**	**546**
Downtown Vancouver (C)	48,513	242,801	13.0	-15.1	83	- 1	12,724	19
Other Vancouver (C)	6,273	35,017	21.8	-18.4	40	0	3,387	- 35
Richmond (C)	10,070	57,120	15.6	-15.8	26	3	4,041	210
Burnaby (C)	3,252	16,454	-	0.0	10	1	2,084	200
Other GVRD	10,617	49,885	16.5	-15.2	76	- 1	6,338	18
Whistler (RM)	10,431	107,670	20.6	-20.9	57	- 2	4,528	1
Abbotsford/Mission	1,278	7,565	4.9	-10.2	13	- 1	773	- 8
Hope (DM)	611	2,042	4.7	- 8.8	19	0	430	-
Rest of Development Region	4,947	25,170	-	-34.4	92	0	2,592	141
Thompson/Okanagan	**42,579**	**153,905**	**- 3.6**	**- 9.9**	**482**	**-10**	**18,004**	**- 19**
Penticton (C)	4,952	13,684	7.4	- 9.5	41	- 1	1,716	- 26
Kamloops (C)	5,385	21,705	9.1	-12.7	48	- 1	2,944	- 77
Kelowna (C)	9,003	34,765	7.7	-12.9	43	2	2,876	100
Vernon (C)	2,463	9,665	12.6	- 3.2	26	2	1,289	109
Revelstoke (C)	2,360	11,031	5.5	1.2	28	1	1,233	56
Golden (T)	2,001	7,480	19.3	-23.5	32	- 3	1,166	- 91
Osoyoos (T)	3,519	7,056	15.0	5.0	30	1	890	46
Oliver/Okanagan Falls	693	1,548	11.7	-15.4	15	0	222	- 12
Cache Creek (V)	271	1,010	12.9	-13.8	10	- 3	206	- 68
Rest of Development Region	11,931	45,960	26.5	-23.7	264	-10	6,780	6,780
Kootenay	**10,847**	**56,038**	**4.4**	**-12.9**	**236**	**- 3**	**6,895**	**5**
Cranbrook (C)	1,380	5,743	6.5	-14.4	19	0	917	-
Fernie (C)	914	8,317	15.3	-17.4	23	0	811	30
Nelson (C)	1,141	4,181	4.4	- 8.1	12	0	456	-
Kimberley	666	3,478	6.7	-10.5	19	- 1	511	-100
Columbia Valley	3,049	12,233	1.9	-12.8	52	1	1,934	120
Rest of Development Region	7,412	37,797	3.7	-12.1	182	- 3	4,711	- 25
Cariboo	**6,352**	**30,245**	**-12.5**	**-15.9**	**155**	**- 8**	**4,662**	**-335**
Quesnel (C)	482	2,120	23.3	-22.5	15	0	470	-
Williams Lake (C)	751	3,694	4.9	- 5.3	12	0	594	-
Prince George (C)	2,602	14,992	9.5	-18.8	28	- 1	1,863	220
Valemount/Robson Valley	891	3,335	24.9	-13.9	17	- 1	470	- 37
Rest of Development Region	2,518	9,440	15.2	-13.3	100	- 7	1,735	-115

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue ($000) Jul-09	Revenue ($000) YTD 09	Revenue % change from Jul-08	Revenue % change from YTD 08	Properties (#) Jul-09	Properties # chg from Jul-08	Rooms (#) Jul-09	Rooms # chg from Jul-08
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	**1,153**	**5,101**	**- 7.7**	**- 11.8**	**58**	**2**	**1,204**	**57**
Fishing lodges	93	228	16.1	- 35.9	15	1	117	4
Motels	466	2,247	12.7	- 12.9	18	- 1	523	- 22
Northeast								
55 Peace River +								
59 Northern Rockies[†]								
All accommodation types	**5,712**	**39,119**	**- 14.9**	**- 8.6**	**80**	**0**	**4,752**	**248**
Hotels	4,147	29,020	7.9	0.7	35	3	2,598	222
76-150 Rooms	3,243	23,390	0.8	10.1	18	2	1,901	212
1-75 Rooms	904	5,630	29.6	- 25.6	17	1	697	10
Motels	1,037	6,635	26.2	- 16.3	27	- 3	889	- 62

Note: [†]Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.
Data for regions with fewer than 10 properties reporting cannot be released.
Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Jul-09	YTD 09	Jul-08	YTD 08	Jul-09	Jul-08	Jul-09	Jul-08
Vancouver Island/Coast	**44,028**	**171,121**	**- 8.9**	**-11.1**	**483**	**-37**	**16,293**	**-900**
Victoria (C)	16,547	72,740	9.2	-11.6	72	- 6	5,258	-400
Saanich Peninsula	1,422	6,153	6.7	-11.1	12	- 3	516	- 59
Other CRD	4,359	15,577	6.7	- 8.7	77	- 8	2,178	- 92
Nanaimo (C)	1,909	10,650	-16.3	- 9.5	22	0	1,071	-
Port Alberni (C)	575	2,398	8.3	- 6.3	12	0	364	-
Comox Valley	1,864	8,196	2.6	-10.9	21	1	802	91
Campbell River	1,685	5,818	20.1	-23.2	28	0	942	-
Tofino (DM)	6,062	18,678	5.5	- 7.4	31	1	834	38
Ucluelet (DM)	1,131	3,095	1.0	- 1.0	19	0	458	61
Rest of Development Region	8,473	27,816	-55.8	-55.6	189	-22	3,870	-539
Mainland/Southwest	**95,991**	**543,723**	**-14.5**	**-15.9**	**416**	**- 1**	**36,897**	**546**
Downtown Vancouver (C)	48,513	242,801	-13.0	-15.1	83	- 1	12,724	19
Other Vancouver (C)	6,273	35,017	-21.8	-18.4	40	0	3,387	- 35
Richmond (C)	10,070	57,120	-15.6	-15.8	26	3	4,041	210
Burnaby (C)	3,252	16,454	-	0.0	10	1	2,084	200
Other GVRD	10,617	49,885	-16.5	-15.2	76	- 1	6,338	18
Whistler (RM)	10,431	107,670	-20.6	-20.9	57	- 2	4,528	1
Abbotsford/Mission	1,278	7,565	-4.9	-10.2	13	- 1	773	- 8
Hope (DM)	611	2,042	- 4.7	- 8.8	19	0	430	-
Rest of Development Region	4,947	25,170	-	-34.4	92	0	2,592	141
Thompson/Okanagan	**42,579**	**153,905**	**- 3.6**	**- 9.9**	**482**	**-10**	**18,004**	**- 19**
Penticton (C)	4,952	13,684	7.4	- 9.5	41	- 1	1,716	- 26
Kamloops (C)	5,385	21,705	9.1	-12.7	48	- 1	2,944	- 77
Kelowna (C)	9,003	34,765	7.7	-12.9	43	2	2,876	100
Vernon (C)	2,463	9,665	12.6	- 3.2	26	2	1,289	109
Revelstoke (C)	2,360	11,031	5.5	1.2	28	1	1,233	56
Golden (T)	2,001	7,480	-19.3	-23.5	32	- 3	1,166	- 91
Osoyoos (T)	3,519	7,056	15.0	5.0	30	1	890	46
Oliver/Okanagan Falls	693	1,548	-11.7	-15.4	15	0	222	- 12
Cache Creek (V)	271	1,010	12.9	-13.8	10	- 3	206	- 68
Rest of Development Region	11,931	45,960	-26.5	-23.7	264	-10	6,780	6,780
Kootenay	**10,847**	**56,038**	**- 4.4**	**-12.9**	**236**	**- 3**	**6,895**	**5**
Cranbrook (C)	1,380	5,743	6.5	-14.4	19	0	917	-
Fernie (C)	914	8,317	-15.3	-17.4	23	0	811	30
Nelson (C)	1,141	4,181	4.4	- 8.1	12	0	456	-
Kimberley	666	3,478	6.7	-10.5	19	- 1	511	-100
Columbia Valley	3,049	12,233	1.9	-12.8	52	1	1,934	120
Rest of Development Region	7,412	37,797	3.7	-12.1	182	- 3	4,711	- 25
Cariboo	**6,352**	**30,245**	**-12.5**	**-15.9**	**155**	**- 8**	**4,662**	**-335**
Quesnel (C)	482	2,120	-23.3	-22.5	15	0	470	-
Williams Lake (C)	751	3,694	- 4.9	- 5.3	12	0	594	-
Prince George (C)	2,602	14,992	9.5	-18.8	28	- 1	1,863	-220
Valemount/Robson Valley	891	3,335	-24.9	-13.9	17	- 1	470	- 37
Rest of Development Region	2,518	9,440	-15.2	-13.3	100	- 7	1,735	-115

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Jul-09	YTD 09	Jul-08	YTD 08	Jul-09	Jul-08	Jul-09	Jul-08
North Coast	**4,153**	**13,971**	**-12.7**	**-13.5**	**81**	**- 4**	**2,235**	**7**
Prince Rupert (C)	1,173	4,836	16.0	- 8.3	16	- 1	780	- 4
Terrace (C)	456	2,537	2.5	- 6.7	10	0	324	-
Rest of Development Region	2,524	6,597	12.7	-19.0	55	- 3	1,131	11
Nechako	**1,153**	**5,101**	**- 7.7**	**-11.8**	**58**	**2**	**1,204**	**57**
Smithers (T)	591	2,720	13.2	-13.4	16	0	479	19
Rest of Development Region	562	2,381	1.2	-10.0	42	2	725	38
Northeast	**5,712**	**39,119**	**14.9**	**- 8.6**	**80**	**0**	**4,752**	**248**
Dawson Creek (C)	1,261	8,026	0.3	0.4	15	- 1	633	- 41
Fort St. John (C)	1,260	10,002	26.3	-20.2	16	1	1,149	126
Rest of Development Region	3,191	21,041	14.7	- 5.2	49	0	2,970	163

Note: Data for regions with fewer than 10 properties reporting cannot be released.
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Table 5: Historical Room Revenue by Development Region ($000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,441	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,449
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	– 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	– 7.4	8.6
2008	– 3.2	1.1	1.9	– 0.8	0.5	– 1.1	– 3.2	12.5	0.7
Monthly data									
Jul-08	48,304	112,232	44,155	11,348	7,263	4,757	1,250	6,710	236,018
Aug-08	56,027	119,346	54,891	13,522	7,534	3,995	1,302	7,132	263,748
Sep-08	38,049	93,920	29,023	8,848	6,489	2,973	1,355	7,395	188,051
Oct-08	23,512	71,564	18,400	5,398	5,144	1,696	1,183	7,620	134,517
Nov-08	16,188	54,771	11,844	3,727	3,590	1,389	712	6,890	99,111
Dec-08	14,248	70,682	13,624	8,331	3,462	1,179	555	5,421	117,502
Jan-09	12,066	69,088	14,693	8,660	3,157	960	393	6,601	115,617
Feb-09	15,902	75,141	16,090	9,920	3,182	1,424	498	6,193	128,351
Mar-09	19,162	77,003	17,476	8,830	3,784	1,372	687	6,613	134,928
Apr-09	20,400	66,242	11,959	5,228	3,697	1,166	634	4,215	116,542
May-09	27,710	76,191	20,727	5,774	4,622	1,931	688	3,922	141,564
Jun-09	31,852	84,066	27,380	6,778	5,452	2,964	1,047	5,865	165,405
Jul-09	44,028	95,991	42,579	10,847	6,352	4,153	1,153	5,712	210,816
Year-over-year percent changes									
Jul-08	– 7.2	2.3	1.8	– 6.7	0.4	2.0	– 1.8	5.4	– 1.0
Aug-08	– 1.1	0.0	6.5	0.8	– 0.7	–15.8	– 8.1	9.7	1.0
Sep-08	– 9.1	– 5.6	– 3.9	– 4.1	0.0	–12.2	– 4.8	25.5	– 5.0
Oct-08	– 3.6	– 2.7	1.9	– 6.9	– 4.9	– 0.1	– 4.9	36.2	– 0.5
Nov-08	– 1.9	– 5.6	– 0.2	– 9.8	–12.6	2.5	– 6.8	30.7	– 2.8
Dec-08	– 6.9	– 9.5	10.5	– 6.7	– 9.4	21.8	– 2.4	12.1	8.0
Jan-09	–11.2	–13.2	– 6.9	–16.5	– 9.9	0.0	–23.2	27.7	–10.7
Feb-09	– 4.1	–14.4	7.3	–16.7	–13.1	– 4.5	–13.6	– 4.4	12.0
Mar-09	–11.4	–12.4	–14.6	–14.6	–17.7	– 9.4	– 6.6	–10.9	–15.6
Apr-09	– 9.8	–11.3	7.3	1.3	–20.7	–13.7	–14.2	–27.7	–11.2
May-09	–11.0	–18.0	15.6	–15.4	–17.2	–11.9	–16.2	–12.6	–16.0
Jun-09	–17.4	–20.6	15.2	–19.1	–18.7	–23.6	– 9.1	–12.2	–18.7
Jul-09	– 8.9	–14.5	– 3.6	– 4.4	–12.5	–12.7	– 7.7	–14.9	–10.7

July year-over-year growth rates

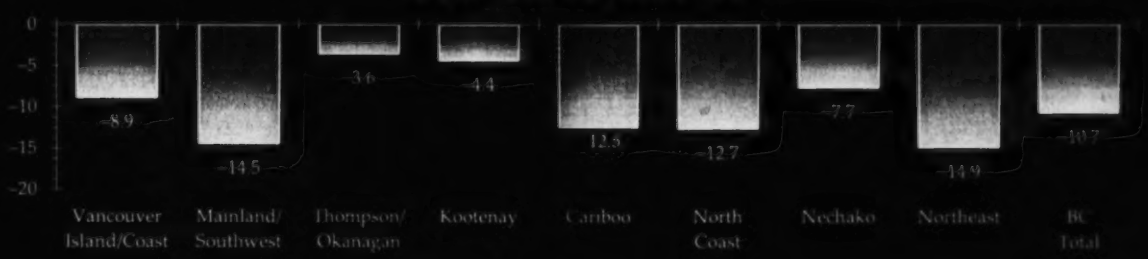

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Jul-09	YTD 09	Jul-08	YTD 08	Jul-09	Jul-08	Jul-09	Jul-08
North Coast	**4,153**	**13,971**	**-12.7**	**-13.5**	**81**	**- 4**	**2,235**	**7**
Prince Rupert (C)	1,173	4,836	16.0	- 8.3	16	- 1	780	- 4
Terrace (C)	456	2,537	- 2.5	- 6.7	10	0	324	-
Rest of Development Region	2,524	6,597	-12.7	-19.0	55	- 3	1,131	11
Nechako	**1,153**	**5,101**	**- 7.7**	**-11.8**	**58**	**2**	**1,204**	**57**
Smithers (T)	591	2,720	13.2	-13.4	16	0	479	19
Rest of Development Region	562	2,381	1.2	-10.0	42	2	725	38
Northeast	**5,712**	**39,119**	**-14.9**	**- 8.6**	**80**	**0**	**4,752**	**248**
Dawson Creek (C)	1,261	8,076	0.3	0.4	15	- 1	633	- 41
Fort St. John (C)	1,260	10,002	26.3	-20.2	16	1	1,149	126
Rest of Development Region	3,191	21,041	-14.7	- 5.2	49	0	2,970	163

Note: Data for regions with fewer than 10 properties reporting cannot be released.
Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region ($000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,441	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,449
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.5	- 1.1	- 3.2	12.5	0.7
Monthly data									
Jul-08	48,304	112,232	44,155	11,348	7,263	4,757	1,250	6,710	236,018
Aug-08	56,027	119,346	54,891	13,522	7,534	3,995	1,302	7,132	263,748
Sep-08	38,049	93,920	29,023	8,848	6,489	2,973	1,355	7,395	188,051
Oct-08	23,512	71,564	18,400	5,398	5,144	1,696	1,183	7,620	134,517
Nov-08	16,188	54,771	11,844	3,727	3,590	1,389	712	6,890	99,111
Dec-08	14,248	70,682	13,624	8,331	3,462	1,179	555	5,421	117,502
Jan-09	12,066	69,088	14,693	8,660	3,157	960	393	6,601	115,617
Feb-09	15,902	75,141	16,090	9,920	3,182	1,424	498	6,193	128,351
Mar-09	19,162	77,003	17,476	8,830	3,784	1,372	687	6,613	134,928
Apr-09	20,400	66,242	14,959	5,228	3,697	1,166	634	4,215	116,542
May-09	27,710	76,191	20,727	5,774	4,622	1,931	688	3,922	141,564
Jun-09	31,852	84,066	27,380	6,778	5,452	2,964	1,047	5,865	165,405
Jul-09	44,028	95,991	42,579	10,847	6,352	4,153	1,153	5,712	210,816
Year-over-year percent changes									
Jul-08	- 7.2	2.3	- 1.8	- 6.7	0.4	2.0	- 1.8	5.4	- 1.0
Aug-08	- 1.1	0.0	6.5	0.8	- 0.7	-15.8	- 8.1	9.7	1.0
Sep-08	- 9.1	- 5.6	- 3.9	- 4.1	0.0	-12.2	- 4.8	25.5	- 5.0
Oct-08	- 3.6	- 2.7	4.9	- 6.9	- 4.9	- 0.1	- 4.9	36.2	- 0.5
Nov-08	- 1.9	- 5.6	- 0.2	- 9.8	-12.6	2.5	- 6.8	30.7	- 2.8
Dec-08	- 6.9	- 9.5	10.5	- 6.7	- 9.4	21.8	- 2.4	12.1	- 8.0
Jan-09	-11.2	-13.2	- 6.9	-16.5	- 9.9	0.0	-23.2	27.7	-10.7
Feb-09	- 4.1	-14.4	- 7.3	-16.7	-13.1	- 4.5	-13.6	- 4.4	-12.0
Mar-09	-11.4	-17.4	-14.6	-14.6	-17.7	- 9.4	- 6.6	-10.9	-15.6
Apr-09	- 9.8	-11.3	- 7.3	- 1.3	-20.7	-13.7	-14.2	-27.7	-11.2
May-09	-11.0	-18.0	-15.6	-15.4	-17.2	-11.9	-16.2	-12.6	-16.0
Jun-09	-17.4	-20.6	-15.2	-19.1	-18.7	-23.6	- 9.1	-12.2	-18.7
Jul-09	- 8.9	-14.5	- 3.6	- 4.4	-12.5	-12.7	- 7.7	-14.9	-10.7

July year-over-year growth rates

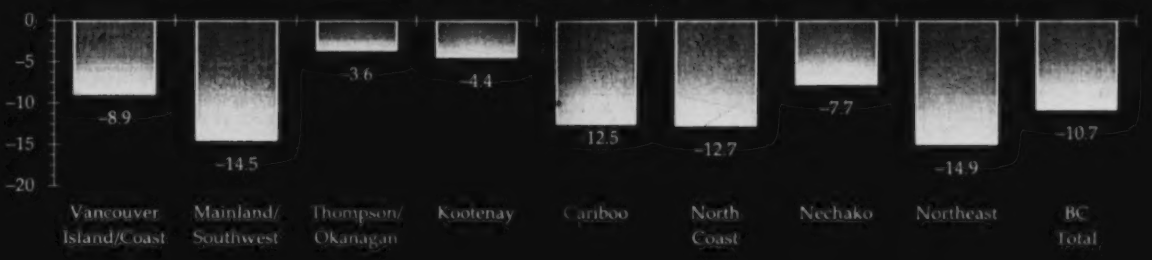

Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	*Total*	Asia	Europe	Other[1]
Annual data								
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,767	3,295	1,515	699	519	297
2008	5,989	4,476	1,439	3,036	1,513	673	514	326
Annual percent changes								
2004	1.5	- 1.6	- 4.0	0.1	17.6	23.9	11.7	11.6
2005	- 3.0	- 4.8	- 6.6	- 3.5	4.6	1.1	7.8	9.3
2006	- 5.2	- 6.5	-16.0	0.0	- 0.5	- 0.9	- 0.2	0.0
2007	- 3.9	- 5.9	- 9.1	- 4.1	3.3	- 2.5	5.3	15.6
2008	- 8.9	-11.6	-18.6	- 7.8	- 0.1	- 3.8	- 1.0	10.0
Monthly data								
Aug-08	438	309	106	203	130	57	44	28
Sep-08	503	377	121	256	126	56	42	27
Oct-08	501	376	120	256	124	54	42	28
Nov-08	502	380	121	259	122	53	41	28
Dec-08	492	371	107	264	121	55	41	25
Jan-09	493	373	123	250	119	52	41	26
Feb-09	494	375	125	250	119	53	40	26
Mar-09	488	373	124	249	115	52	38	24
Apr-09	487	370	117	253	117	51	41	24
May-09	486	376	123	253	110	49	39	22
Jun-09	459	355	113	242	104	44	38	22
Jul-09	447	339	106	233	108	46	38	24
Aug-09	434	325	104	220	109	47	40	22
Month-over-month growth rates								
Aug-08	- 7.0	10.0	- 5.3	12.3	1.0	- 0.2	0.4	4.3
Sep-08	14.6	22.1	14.1	26.2	- 3.1	- 2.4	- 3.7	- 3.7
Oct-08	- 0.4	- 0.2	- 0.6	0.0	- 1.0	- 4.5	0.0	4.8
Nov-08	0.3	1.0	0.5	1.2	- 1.8	- 0.4	- 2.8	- 2.9
Dec-08	- 2.1	- 2.3	-11.4	1.9	- 1.2	2.6	- 0.7	- 9.4
Jan-09	0.2	0.6	14.8	- 5.2	- 1.1	- 4.0	0.7	2.5
Feb-09	0.2	0.4	1.7	0.2	- 0.2	0.9	- 3.0	1.8
Mar-09	- 1.2	- 0.4	- 0.9	- 0.2	- 3.4	- 1.5	- 4.1	- 6.4
Apr-09	- 0.2	- 0.8	- 5.6	1.6	1.6	- 1.4	7.9	- 1.6
May-09	- 0.2	1.7	5.3	0.0	- 6.0	- 5.4	- 4.7	- 9.5
Jun-09	- 5.6	- 5.6	- 7.9	- 4.5	- 5.6	- 9.2	- 3.9	- 0.9
Jul-09	- 2.6	- 4.7	- 6.8	- 3.6	4.4	4.4	1.5	9.3
Aug-09	- 3.0	- 4.1	- 1.1	- 5.4	0.6	1.9	- 3.8	- 7.1

[1] Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa
Data Source: Statistics Canada

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	*Total*	Vehicles	Passengers	Passenger Vehicles
Annual data								
2004	15,726	7,986	3,964	3,776	1,250	8,532	21,955	2,572
2005	16,419	8,348	4,106	3,964	1,318	8,539	21,791	2,620
2006	16,925	8,712	4,253	3,960	1,390	8,530	21,689	2,583
2007	17,495	9,017	4,361	4,118	1,482	8,559	21,690	2,712
2008	17,853	9,345	4,336	4,172	1,538	8,227	20,992	1,879
Annual growth rates								
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	1.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	- 0.7	1.8
2006	3.1	4.4	3.6	- 0.1	5.4	- 0.1	- 0.5	- 1.4
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
2008	2.0	3.6	0.6	1.3	3.8	- 3.9	- 3.2	-30.7
Monthly data								
Aug-08	1,474	776	361	337	131	673	1,724	220
Sep-08	1,406	745	328	333	129	665	1,692	177
Oct-08	1,427	761	347	318	130	673	1,737	x
Nov-08	1,444	763	344	337	132	670	1,726	x
Dec-08	1,417	738	337	341	117	635	1,654	x
Jan-09	1,383	714	334	333	128	705	1,756	x
Feb-09	1,395	733	332	330	125	680	1,736	x
Mar-09	1,369	718	329	322	125	663	1,707	x
Apr-09	1,383	727	337	319	127	683	1,746	x
May-09	1,313	715	314	284	125	683	1,730	x
Jun-09	1,286	706	305	275	125	702	1,762	x
Jul-09	1,308	715	308	286	127	696	1,741	x
Aug-09	1,327	730	309	288	127	704	1,746	x
Month-over-month growth rates								
Aug-08	- 0.4	0.5	0.0	- 2.9	1.0	- 2.0	- 1.5	2.5
Sep-08	- 4.6	- 3.9	- 9.2	- 1.3	- 1.9	- 1.1	- 1.8	-19.6
Oct-08	1.5	2.1	5.9	- 4.3	0.9	1.1	2.6	x
Nov-08	1.2	0.3	- 0.9	5.7	1.2	- 0.4	- 0.6	x
Dec-08	- 1.8	- 3.2	- 1.9	1.4	-10.7	- 5.2	- 4.2	x
Jan-09	- 2.4	- 3.3	1.2	- 2.7	8.9	11.0	6.2	x
Feb-09	0.9	2.7	- 0.4	- 0.7	- 2.0	- 3.5	- 1.1	x
Mar-09	- 1.9	- 2.1	- 1.0	- 2.3	- 0.2	- 2.5	- 1.7	x
Apr-09	1.1	1.3	2.4	- 0.9	1.9	3.0	2.3	x
May-09	- 5.0	- 1.6	- 6.9	-11.0	- 2.2	0.0	- 0.9	x
Jun-09	- 2.1	- 1.3	- 2.9	- 3.1	0.5	2.8	1.8	x
Jul-09	1.7	1.3	0.9	3.8	1.5	- 1.0	- 1.2	x
Aug-09	1.4	2.1	0.6	0.6	- 0.3	1.2	0.3	x

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data.
x = Data currently not available.

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2008	5,989	4,476	1,439	3,036	1,513	673	514	326
Annual percent changes								
2004	1.5	- 1.6	- 4.0	0.1	17.6	23.9	11.7	11.6
2005	- 3.0	- 4.8	- 6.6	- 3.5	4.6	1.1	7.8	9.3
2006	- 5.2	- 6.5	-16.0	0.0	- 0.5	- 0.9	- 0.2	0.0
2007	- 3.9	- 5.9	- 9.1	4.1	3.3	- 2.5	5.3	15.6
2008	- 8.9	-11.6	-18.6	- 7.8	- 0.1	- 3.8	- 1.0	10.0
Monthly data								
Aug-08	438	309	106	203	130	57	44	28
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Dec-08	492	371	107	264	121	55	41	25
Jan-09	493	373	123	250	119	52	41	26
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Jul-09	447	339	106	233	108	46	38	24
Aug-09	434	325	104	220	109	47	40	22
Month-over-month growth rates								
Aug-08	- 7.0	-10.0	- 5.3	12.3	1.0	- 0.2	0.4	4.3
Sep-08	14.6	22.1	14.1	26.2	- 3.1	- 2.4	- 3.7	- 3.7
Oct-08	- 0.4	- 0.2	- 0.6	0.0	- 1.0	- 4.5	0.0	4.8
Nov-08	0.3	1.0	0.5	1.2	- 1.8	- 0.4	- 2.8	- 2.9
Dec-08	- 2.1	- 2.3	-11.4	1.9	- 1.2	2.6	- 0.7	- 9.4
Jan-09	0.2	0.6	14.8	- 5.2	- 1.1	- 4.0	0.7	2.5
Feb-09	0.2	0.4	1.7	- 0.2	- 0.2	0.9	- 3.0	1.8
Mar-09	- 1.2	- 0.4	- 0.9	0.2	- 3.4	- 1.5	- 4.1	- 6.4
Apr-09	- 0.2	- 0.8	- 5.6	1.6	1.6	- 1.4	7.9	- 1.6
May-09	- 0.2	1.7	5.3	0.0	- 6.0	- 5.4	- 4.7	- 9.5
Jun-09	- 5.6	- 5.6	- 7.9	- 4.5	- 5.6	- 9.2	- 3.9	- 0.9
Jul-09	- 2.6	- 4.7	- 6.8	- 3.6	4.4	4.4	1.5	9.3
Aug-09	- 3.0	- 4.1	- 1.1	- 5.4	0.6	1.9	- 3.8	- 7.1

* Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

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2004	15,726	7,986	3,964	3,776	1,250	8,532	21,955	2,572
2005	16,419	8,348	4,106	3,964	1,318	8,539	21,791	2,620
2006	16,925	8,712	4,253	3,960	1,390	8,530	21,689	2,583
2007	17,495	9,017	4,361	4,118	1,482	8,559	21,690	2,712
2008	17,853	9,345	4,336	4,172	1,538	8,227	20,992	1,879
Annual growth rates								
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	- 0.7	1.8
2006	3.1	4.4	3.6	- 0.1	5.4	- 0.1	- 0.5	- 1.4
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
2008	2.0	3.6	- 0.6	1.3	3.8	- 3.9	- 3.2	-30.7
Monthly data								
Aug-08	1,474	776	361	337	131	673	1,724	220
Sep-08	1,406	745	328	333	129	665	1,692	177
Oct-08	1,427	761	347	318	130	673	1,737	x
Nov-08	1,444	763	344	337	132	670	1,726	x
Dec-08	1,417	738	337	341	117	635	1,654	x
Jan-09	1,383	714	334	335	128	705	1,756	x
Feb-09	1,395	733	332	330	125	680	1,736	x
Mar-09	1,369	718	329	322	125	663	1,707	x
Apr-09	1,383	727	337	319	127	683	1,746	x
May-09	1,313	715	314	284	125	683	1,730	x
Jun-09	1,286	706	305	275	125	702	1,762	x
Jul-09	1,308	715	308	286	127	696	1,741	x
Aug-09	1,327	730	309	288	127	704	1,746	x
Month-over-month growth rates								
Aug-08	- 0.4	0.5	0.0	- 2.9	1.0	- 2.0	- 1.5	2.5
Sep-08	- 4.6	- 3.9	- 9.2	- 1.3	- 1.9	- 1.1	- 1.8	-19.6
Oct-08	1.5	2.1	5.9	- 4.3	0.9	1.1	2.6	x
Nov-08	1.2	0.3	- 0.9	5.7	1.2	- 0.4	- 0.6	x
Dec-08	- 1.8	- 3.2	- 1.9	1.4	-10.7	- 5.2	- 4.2	x
Jan-09	- 2.4	- 3.3	- 1.2	1.7	8.9	11.0	6.2	x
Feb-09	0.9	2.7	- 0.4	1.7	- 2.0	- 3.5	- 1.1	x
Mar-09	- 1.9	- 2.1	- 1.0	- 2.3	- 0.2	- 2.5	- 1.7	x
Apr-09	1.1	1.3	2.4	- 0.9	1.9	3.0	2.3	x
May-09	- 5.0	- 1.6	- 6.9	- 11.0	- 2.2	0.0	- 0.9	x
Jun-09	- 2.1	- 1.3	- 2.9	- 3.1	0.5	2.8	1.8	x
Jul-09	1.7	1.3	0.9	3.8	1.5	- 1.0	- 1.2	x
Aug-09	1.4	2.1	0.6	0.6	- 0.3	1.2	0.3	x

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data

x = Data currently not available

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries[1] (000s)				Hotel Industry[2]		Consumer Price Index[1]	
	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate[3] (%)	Room Rate ($)	Traveller accom-modation	Restaurant meals[4]
Annual data								
2004	15.5	31.5	125.8	33.1	61.3	115.7	82.5	103.6
2005	15.8	32.9	128.8	33.3	63.9	116.3	80.1	106.6
2006	16.4	35.2	135.1	35.5	65.7	121.9	77.5	109.4
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.5	133.4	83.5	115.1
Annual growth rates								
2004	0.4	0.1	1.3	7.1	5.1	1.8	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.3	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.7	4.8	- 3.2	2.6
2007	1.9	1.6	4.5	2.8	1.4	5.0	4.7	2.6
2008	- 1.3	1.7	5.5	- 2.5	- 3.2	4.2	3.0	2.6
Monthly data								
Aug-08	16.6	36.0	150.0	35.8	64.2	132.8	83.0	116.0
Sep-08	15.8	35.5	151.1	35.9	62.5	132.3	83.1	116.3
Oct-08	16.6	35.6	153.2	36.9	62.8	133.9	82.9	116.5
Nov-08	16.9	35.4	152.6	36.6	62.0	134.4	85.2	116.6
Dec-08	16.4	36.5	153.4	35.3	61.1	131.7	84.9	116.7
Jan-09	16.6	35.6	153.2	37.3	60.7	132.1	82.5	117.0
Feb-09	18.2	35.8	153.6	37.1	62.0	131.1	81.7	117.4
Mar-09	17.8	34.4	151.1	36.7	58.6	129.7	81.4	117.9
Apr-09	18.0	34.0	149.4	36.7	59.0	130.8	81.4	118.0
May-09	16.7	32.8	150.0	37.7	57.4	128.0	80.6	118.1
Jun-09	17.0	32.3	148.2	38.4	57.1	124.7	79.8	118.0
Jul-09	17.1	33.1	149.7	38.2	58.6	123.4	78.6	117.9
Aug-09	17.9	33.1	148.8	37.9	60.7	124.3	80.1	118.4
Month-over-month growth rates								
Aug-08	- 1.0	- 0.6	0.3	1.9	- 0.1	- 1.2	- 1.2	0.3
Sep-08	- 5.1	- 1.4	0.7	0.5	- 1.7	- 0.4	0.1	0.3
Oct-08	5.7	0.2	1.4	2.7	0.3	1.2	- 0.2	0.2
Nov-08	1.6	- 0.4	- 0.4	- 0.8	- 0.8	0.4	2.8	0.1
Dec-08	- 3.3	3.0	0.5	- 3.5	- 0.9	- 2.0	- 0.4	0.1
Jan-09	1.5	- 2.4	- 0.1	5.7	- 0.4	0.3	- 2.8	0.3
Feb-09	9.4	0.5	0.3	- 0.7	1.3	- 0.8	- 1.0	0.3
Mar-09	- 2.2	- 3.9	1.6	0.9	- 3.4	- 1.1	- 0.4	0.4
Apr-09	1.1	- 1.3	- 1.1	0.1	0.4	0.8	0.0	0.1
May-09	- 7.1	- 3.5	0.4	2.6	- 1.6	- 2.1	- 1.0	0.1
Jun-09	1.9	- 1.5	- 1.2	1.9	- 0.3	- 2.6	- 1.0	- 0.1
Jul-09	0.3	2.5	1.0	- 0.7	1.5	- 1.0	- 1.5	- 0.1
Aug-09	4.8	0.1	- 0.6	- 0.7	2.1	0.7	1.9	0.4

[1]Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

[2]Data Source: Pannell Kerr Forster and BC Stats.

[3]Occupancy Rate change expressed as percentage point change.

[4]No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places[1] Receipts ($ million)					
	BC[2]			Canada		
	Total	Drinking Places	Food Services	*Total*	Drinking Places	Food Services
Annual data						
2004	6,715	771	5,944	39,818	2,741	37,076
2005	6,916	712	6,203	41,190	2,724	38,466
2006	7,405	576	6,788	43,356	2,580	40,775
2007	7,611	622	6,937	44,637	2,521	42,116
2008	7,664	647	7,017	46,682	2,549	44,133
Annual growth rates						
2004	5.8	6.4	5.7	4.8	3.1	4.9
2005	3.0	- 7.6	4.4	3.4	- 0.6	3.7
2006	7.1	-19.2	9.4	5.3	- 5.3	6.0
2007	2.8	8.1	2.2	3.0	- 2.3	3.3
2008	0.7	4.0	1.2	4.6	1.1	4.8
Monthly data						
Aug-08	637	x	x	3,930	213	3,717
Sep-08	634	50	582	3,903	211	3,692
Oct-08	642	50	590	3,955	212	3,743
Nov-08	637	55	583	3,925	215	3,710
Dec-08	618	x	x	3,873	213	3,660
Jan-09	657	x	x	3,936	217	3,719
Feb-09	641	x	x	3,950	220	3,730
Mar-09	637	51	586	3,966	219	3,747
Apr-09	650	55	598	3,988	217	3,771
May-09	652	55	597	4,014	215	3,799
Jun-09	650	58	593	3,983	217	3,767
Jul-09	655	59	598	4,015	215	3,801
Aug-09	666	x	x	4,024	216	3,808
Month-over-month growth rates						
Aug-08	- 0.7	x	x	0.8	0.2	0.9
Sep-08	- 0.5	x	x	- 0.7	- 0.5	- 0.7
Oct-08	1.3	0.3	1.1	1.3	0.4	1.4
Nov-08	- 0.8	9.1	- 1.2	- 0.8	1.3	- 0.9
Dec-08	- 3.0	x	x	- 1.3	- 0.9	- 1.4
Jan-09	6.4	x	x	1.6	1.9	1.6
Feb-09	- 2.5	x	x	0.3	1.4	0.3
Mar-09	- 0.7	0.7	- 0.7	0.4	- 0.7	0.5
Apr-09	2.2	2.2	2.0	0.6	- 0.6	0.6
May-09	0.2	0.7	- 0.3	0.6	- 1.1	0.7
Jun-09	- 0.3	4.1	- 0.7	- 0.8	0.8	- 0.8
Jul-09	0.8	1.5	0.8	0.8	- 0.9	0.9
Aug-09	1.6	x	x	0.2	0.4	0.2

[1]Data Source: Statistics Canada & BC Stats x = Data currently not available.

[2]Seasonally adjusted totals are calculated by Statistics Canada. Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries[1] (000s)				Hotel Industry[2]		Consumer Price Index[1]	
	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate[3] (%)	Room Rate ($)	Traveller accom-modation	Restaurant meals[4]
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2005	15.8	32.9	128.8	33.3	63.9	116.3	80.1	106.6
2006	16.4	35.2	135.1	35.5	65.7	121.9	77.5	109.4
2007	16.7	35.8	141.1	36.3	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.5	133.4	83.5	115.1
Annual growth rates								
2004	0.4	0.1	1.3	7.1	5.1	1.8	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.3	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.7	4.8	- 3.2	2.6
2007	1.9	1.6	4.5	2.8	1.4	5.0	4.7	2.6
2008	- 1.3	1.7	5.5	- 2.5	- 3.2	4.2	3.0	2.6
Monthly data								
Aug-08	16.6	36.0	150.0	35.8	64.2	132.8	83.0	116.0
Sep-08	15.8	35.5	151.1	35.9	62.5	132.3	83.1	116.3
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Month-over-month growth rates								
Aug-08	- 1.0	- 0.6	0.3	1.9	- 0.1	- 1.2	- 1.2	0.3
Sep-08	- 5.1	- 1.4	0.7	0.3	- 1.7	- 0.4	0.1	0.3
Oct-08	5.7	0.2	1.4	2.7	0.3	1.2	- 0.2	0.2
Nov-08	1.6	- 0.4	0.4	- 0.8	- 0.8	0.4	2.8	0.1
Dec-08	- 3.3	3.0	0.5	- 3.5	- 0.9	- 2.0	- 0.4	0.1
Jan-09	1.5	- 2.4	- 0.1	5.7	- 0.4	0.3	- 2.8	0.3
Feb-09	9.4	0.5	0.3	- 0.7	1.3	- 0.8	- 1.0	0.3
Mar-09	- 2.2	- 3.9	- 1.6	- 0.9	- 3.4	- 1.1	- 0.4	0.4
Apr-09	1.1	- 1.3	- 1.1	0.1	0.4	0.8	0.0	0.1
May-09	- 7.1	- 3.5	0.4	2.6	- 1.6	- 2.1	- 1.0	0.1
Jun-09	1.9	- 1.5	- 1.2	1.9	- 0.3	- 2.6	- 1.0	- 0.1
Jul-09	0.3	2.5	1.0	- 0.7	1.5	- 1.0	- 1.5	- 0.1
Aug-09	4.8	0.1	- 0.6	- 0.7	2.1	0.7	1.9	0.4

[1]Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats

[2]Data Source: Pannell Kerr Forster and BC Stats

[3]Occupancy Rate change expressed as percentage point change

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2006	7.1	-19.2	9.4	5.3	- 5.3	6.0
2007	2.8	8.1	2.2	3.0	- 2.3	3.3
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Month-over-month growth rates						
Aug-08	- 0.7	x	x	0.8	0.2	0.9
Sep-08	- 0.5	x	x	- 0.7	- 0.5	- 0.7
Oct-08	1.3	0.3	1.4	1.3	0.4	1.4
Nov-08	- 0.8	9.1	- 1.2	- 0.8	1.3	- 0.9
Dec-08	- 3.0	x	x	- 1.3	- 0.9	- 1.4
Jan-09	6.4	x	x	1.6	1.9	1.6
Feb-09	- 2.5	x	x	0.3	1.4	0.3
Mar-09	- 0.7	0.7	- 0.7	0.4	- 0.7	0.5
Apr-09	2.2	2.2	2.0	0.6	- 0.6	0.6
May-09	0.2	0.7	- 0.3	0.6	- 1.1	0.7
Jun-09	- 0.3	4.1	- 0.7	- 0.8	0.8	- 0.8
Jul-09	0.8	1.5	0.8	0.8	- 0.9	0.9
Aug-09	1.6	x	x	0.2	0.4	0.2

[1]Data Source: Statistics Canada & BC Stats

x = Data currently not available

[2]Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals

Table 10: Accommodation Category Definitions

Type	Definition
Hotel	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
Motel	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
Freshwater/Saltwater Fishing Lodge	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
Vacation Rental	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
Miscellaneous	All other properties not included or classified as above, including adventure/ hunting lodges, bed and breakfasts, guest ranches, reservation agencies and resorts.

Table 11: Urban Centre Definitions

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
C	City
DM	District Municipality
RM	Resort Municipality
T	Town
V	Village

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Motel	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
Freshwater/Saltwater Fishing Lodge	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
Vacation Rental	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
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